

# INFORMATION NOTICE

## WORKFORCE SERVICES

Number: WSIN07-34

Date: February 6, 2008  
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TO: WORKFORCE DEVELOPMENT COMMUNITY

SUBJECT: THE 2008 WE CONNECT CAMPAIGN KICK-OFF EVENTS

The Employment Development Department (EDD) is assisting California's First Lady Maria Shriver in her efforts toward promoting the WE Connect campaign. The WE Connect campaign is scheduled for Monday February 11, 2008 in Los Angeles and Sacramento, and Tuesday, February 12, 2008 in Fresno and San Francisco. The purpose of the campaign is to connect low-income working families with resources to help them achieve financial well-being e.g., Earned Income Tax Credit, Student Financial Aid, Public Utility Assistance and others.

The EDD is mailing out posters and flyers to selected One-Stop Career Centers and EDD employment service offices located near these events. Please display the WE Connect posters in your lobbies and distribute the flyers to your partners and customers. For more information about the WE Connect Campaign visit [www.weconnect.net/](http://www.weconnect.net/).

If you have any questions about this Information Notice, please contact Simira Tobias at [Simira.Tobias@edd.ca.gov](mailto:Simira.Tobias@edd.ca.gov) or (916) 654-7769.

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